



JUAB COUNTY TRAVEL AND TOURISM
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Juab Tourism Tax Advisory Board
Meeting Minutes
February 8th, 2022
5:00 p.m.
DUP Museum 4 S. Main Nephi, Utah

Opening:
Meeting called to order. 5:08 p.m.

Present: Shanna Memmott, Jeff Sanders, Ryan John, Amy Stevenson, Shon Kester Jennifer Kester

Introduction

Shanna Memmott opened TTAB meeting February 8th, 2022. Introduction of Members, Jennifer and Shon Kester Haven Coffee House, Ryan John RJB BBQ, Amy Stevenson Nebo Queen, Jeff Sanders Prime Motorsports General Manager.

Shanna Memmott went over open meeting criteria (See attached handout): Agenda posted at Juab County Building, Nephi City Office building, DUP Museum and on State Open Meeting Website on February 3rd. Meeting will be recorded, and minutes posted after they are approved by the board at the next meeting.

Overview of Transient Room Tax (see attached handout) Shanna went over info on handout. TRT allows counties to charge a 4.25% on overnight stays. The taxes are collected and then remitted to the Utah State Tax Commission. The Tax Commission then distributes these funds to the counties. TRT was created by the state to support the Visitor Economy through two categories: promotion and projects. Jeff Sanders asked if the funds collected by the state were divided evenly with all the counties. Shanna clarified that we only get the revenue that our county generates. Shanna also stated that she has started tracking the money brought in by the county to show TRT trends. Discussed that when a county collects 3% of TRT one-third can be used on projects and 2/3 can be used on Establishing and promotion. Juab County recently started to collect 4.25% which changes it so 53% can be used by the for acquiring + operating, payments, mitigation 47% Establishing + Promoting. Nephi City also collects a 1%.

The types of projects that TRT can be used for

- Acquire and operate visitor information centers, museums, or sports and recreation facilities.
- Acquiring or making payments for land and infrastructure improvements.
- Mitigation of tourism impacts for solid waste disposal, emergency medical services, search and rescue, law enforcement, and road repair for class B through D roads, these uses are only allowed for 4th through 6th class counties. Juab is a 4th class county.



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If you use TRT for mitigation must be able to prove that they are supporting and benefiting tourism.

The remaining 47% must be used for activity that will develop, encourage, solicit, or market tourism that will attract transient guests to the county, including planning, product development, and advertising.

TRT was once restricted to advertise to out of state tourists only. Criteria has changed since the pandemic and can now be used to market to in-state tourism.

Counties are subjected to a state audit on TRT usage. Juab County should be coming up soon in the rotation. That is why having a TAB board is so important.

Went over 2019-2020, and 2020-2021 change in TRT Revenue. (See Attached document.)

Juab County saw a 21.1% change in 2019-2020 and a 128.2% change in 2020-2021.

Discussed change in state statute on excess funds being saved. Only 50% of funds collected each year can be banked. If you have a reserve fund it must be earmarked for a specific project, such as rebranding, website, brochures ECT.

Creation of Bylaws:

Agreed to follow Juab County Attorneys office suggestion and use Davis Counties bylaws as a starting point and to amend them to fit Juab County's needs.

Decided to keep board members to five. Ryan suggested keeping it at 5 and have an option to change numbers if need arises. The board agreed.

Members should reside in Juab County.

Ryan suggested staggering terms this first time. Three members of the board would serve a one-year term this time. And two members of the board would serve a 2-year term. That way we do not lose the entire board at once. It was decided after this first year it will be a 2-year term with a maximum of serving three consecutive terms. Odd number years will have an odd number of members appointed. Even number year will have an even number of members appointed.

Jeff asked if we needed someone from State Parks, Young Living, the Stampede, or hotel industry to be added to the board. Shanna said that the Commissioners must appoint board members, and she could ask the Commissioners to add members from those groups. The board decided to keep it as is with an option to add in future. Anyone can be invited and attend the meetings, but they will not have a vote, unless appointed by the Commissioners.



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Once a year groups and events will have an opportunity fill out an application and attend a budget meeting with the TTAB board in October to apply for TRT funds to help with events. The board will then present their recommendations to the commissioners. Commissioners will have final say on how the tax dollars are spent.

Board agreed that this year we will keep it how it has historically been done. Events are depending on those funds. Ryan suggested not cause waves and shake things up while we are still trying to figure everything out. The board agreed. When money is issued this year, the recipient's will be informed of the changes for next year. If a new event comes to the board after budget has been set, we will have a limited amount of money budgeted to help for one year. They will be made aware of the new policy and must apply in October. For any group or event to receive funding it must fit the criteria set by the state.

Adding non-voting members. Amy suggested keeping numbers small, Jeff and Ryan agreed. Jeff suggested keeping an option to add non-voting members if we felt there was a need. Ryan agreed but wanted it to be listed as an option but not a requirement in the Bylaws. He did not want to re-write the bylaws if we decided to add non-voting members. The board agreed.

Read Article II D-G Jeff did not see any need for revisions. Board agreed.

Article III officers

Board agreed on having a Chairman and Vice-Chairman. Jeff Questioned what the Tourism Office was. Shanna informed him that it was her office. It was decided that as the Director of the Tourism office Shanna would keep records, perform administrative duties, and make sure we follow the open meeting policies. Jeff, Ryan, and Jennifer agreed. Ryan asked me to refer to the County Attorney to make sure that director and secretary can be the same person. The director will also be the liaison between the board and the Commissioners. Jennifer agreed unless there was a conflict of interest, but she did not think there would be.

Ryan asked about auditing, and we agreed that it would be managed by the Juab County Clerk/Auditor.

Shanna informed the group that Clinton Painter is the Commissioner over the Tourism Board.



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Article IV Meetings

Discussed how often to have meetings. Ryan suggested doing it quarterly with option to add meetings if needed.

Shanna suggested meeting soon to get bylaws approved because of new legislation being proposed this session. A strong TTAB Board will be needed to keep funding.

Ryan suggested that the county attorney look over our Bylaw draft before we approve them. The Board agreed that at the next meeting we would make suggested changes and approve them, so we can present them to County Commission final approval.

Discussed what constituted a quorum. We decided to discuss that with the County Attorney to make sure we are following state code. We suggested a majority which would be 4 out of 5 members.

Amy mentioned the fact that if we only do a budget proposal once a year that Biannual meetings should be sufficient. Shanna said the additional meetings would be used to help with planning and promotions. Jennifer said we could also use additional meetings to decide what to do with banked funds.

Amy suggested that we change the wording, so we are only required to meet twice a year but have an option to have additional meetings to help with planning and promotions. If Shanna needed help with something we would be available, but it wouldn't be required. Jennifer said that way we are not having meetings just to have meetings. We want to have a purpose for our meetings. The Board agreed.

Quick overview of TRT Budget

Shanna showed last year's TRT amount and the TRT amounts we have received in 2022. Shanna is going to start tracking TRT and restaurant tax monthly, so we have a better idea of TRT and Restaurant tax trends; We will have a better idea if the increase is because of events, tournaments, recent promotions, etc. Right now, she is only able to get specific numbers from 2021. She will try to get a more detailed breakdown from County Treasure of previous years. Because of the 3-county collaboration Juab County has entered with Beaver and Millard County to create a new OHV promotion she has a total amount of TRT from 2019 of \$88,476.31, 2020 of \$101,674.03 (*Note her numbers were off at meeting because she was trying to go off memory. These are the actual numbers that were given to her.) 2021 total was \$178, 249.64.

Jennifer asked the question if this was only room tax totals. That was correct. I had not started tracking Restaurant Tax yet but did have totals for 2021 available.



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Ryan made a comment that the total was not on the graph but it looked like our TRT had almost doubled from last year. I agreed and said that those totals were without our new hotel, Young Living Bed and Breakfast, Young Living's arena expansion, and proposed RV Park.

Shanna said that we have had several Nephi City sponsored tournaments. She was trying to develop a way to compare the tournament dates with hotel stays. That way we will know if tournaments are increasing out TRT totals or is it only increasing restaurant tax totals.

Jennifer said at the lower 1% the restaurant tax looked like it almost brought in as much as the 4.25% room tax.

Amy stated that Nephi City hosted a lot of ball tournaments last year and it made a significant impact on her business. Jennifer said the same thing. Both businesses would like to be aware of the tournaments beforehand, so they can have enough staff to accommodate the influx. Shanna suggested that the Tourism office or Chamber of Commerce help business owners be aware of events being held especially when there are several events on the same day.

Jeff suggested that businesses help sponsor tournaments. Example: if you hit a home run you get a free item. He said that when people come in to get their free item, they usually do not just get that item, but they buy a drink, or items for other family members. Amy said she has done that in the past but suggested to have them redeemable at a different time.

Jeff congratulated the businesses owners on their success. Shanna said that the data showing the increase in restaurant tax revenue proves that what they are doing is working. Shanna recently saw a study that showed that the tourism industry saves every Juab County household around \$700 dollars a year in taxes.

Shanna Presented Current Projects

Juab County is part of the High Desert Trail Committee. It is an OHV Trail system that includes the 8 Western Counties in the state of Utah. As part of that system, we have collectively asked for a Million-dollar appropriation to pay for signage, markers, bathrooms, etc. That money will come from revenue collected from OHV registration funds. If it passes it will have an economic impact on communities not located on I-15.

Shanna reported that after Tourism Conference we realized we needed to produce a way to make Juab County a destination, so we combined with Beaver County and Millard County to build the largest OHV system in the world. We have hired a marketing agency called Vista-works and they have helped us submit applications for two FIG grants. We will use a small portion of TRT banked funds as matching dollars for the grant. The funding is based on TRT



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totals and will be on a sliding scale. As our TRT totals change, so will the amount of money we put into the three-county collaboration.

I applied for a separate FIG grant that if awarded will digitize three of the major OHV trail systems in Juab County (High Desert Trail area, Mona Pole, Levan/Log Canyon/Gravel Springs Loop). Ryan asked if part of the Log Canyon loop utilizes the highway coming down the canyon. Shanna said it does but hoped that with the future plans to expand the Canyon Road we could apply for a UDOT grant to help fund a designated OHV/Bike Trail along the Highway.

Digitizing the trails will be beneficial to Search and Rescue and EMS efforts. Ryan agreed because of his experience on Sanpete County Search and Rescue he had seen the importance of good trail mapping. People getting lost and hurt on unmarked trails is becoming a huge problem for Juab County EMS and Search and Rescue. Covid has brought more people to Juab County, and visitors are going on unmarked and unsafe trails in places with no cell phone service.

Rovit is a project we have been working on that links to our website. It is a virtual tour of Juab County that can link to all the businesses and activities. I am going to focus on getting content added. Along with that we need to be able to add all our events to our website,

Would like to try for a Co-Op Grant and do a re-branding of Juab County and a new website for the Tourism office.

The Utah Film Commission has interest in doing filming in Rural Utah and spent a day in Nephi gathering content for their site. With that effort a commercial was shot in Mona. They are planning to come back and add more locations to their registry. Film production is a way to generate revenue. Ryan mentioned he has catered for a recent film shot at Little Sahara.

Ghost Adventures has interest in filming an episode in the Juab County Territorial Jail. To do that I have to do some research and have a paranormal team come in and collect footage. I am being very particular on what I want shown to protect the community and people in it. Trying to connect the jail to Butch Cassidy and his Amnesty Revolver.

Shanna said she is open for any suggestions and ideas.

Amy asked if there was a limit to what people could ask for? Shanna suggested we discuss that before our budget meeting in October and have criteria and limits in place. Some counties require a 50/50 match on funds. Amy asked if it was a use or lose situation with banked funds. Shanna said that there is a new statute in place saying you can only bank 50% of what you bring in that year and the money saved must be earmarked for a certain project. We have a little time to get things in place, so she suggested we use the banked money to work for us. If we watch for grants like the Co-Op Grant that opens in June. We can decide what we are going to need for next year's projects and promotions then use the banked money for our matching



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funds. 25,000 with a 50% match would now be 50,000. The FIG grant we just applied has a 25% match, but a portion of our match can be paid with in-kind work. This grant I asked for the funds to digitize the trails, a Pioneer UTV, and an in closed trailer. If we have volunteers help mark trails that counts towards or 25% match. We can benefit the community as well as the tourist. Eventually I would like to do projects like a walking trail around Burraston ponds.

Ryan pointed out that we have one of the largest arenas in the state and he feels like we need to utilize it more. Amy made the comment that we are centrally located which is a benefit to us.

The Committee set the next meeting to March 8, 2022, at 5:00 PM.

We adjourned the meeting at 6:41 PM

